

Top 50 the most authentic Instagram Influencers in Switzerland 2019



This ranking was made in partnership with



HypeAuditor is an AI-powered Instagram analytics tool that helps to get insights about the creator's audience, increase advertisers' ROI and safeguard authenticity in influencer marketing. It sets a standard for Instagram analytics by providing the most accurate data.

HypeAuditor applies machine learning to determine behavioral patterns and identify fake followers and engagement on influencer accounts. It presents users with a breakdown of demographic data for an influencer's audience and brings benchmarks for each metric for influencers with a similar number of followers.

FARNER

Farner Consulting is Switzerland's leading agency for communications consultancy. Founded in 1951, the agency now employs more than 160 people at its offices in Zurich, Bern, St. Gallen, Lausanne/Geneva and Lugano.

It offers a comprehensive array of services, covering all aspects of communication – from public relations, public affairs, content creation, research & analytics, digital marketing and change communications through to advertising and events – and bringing together multidisciplinary communications consultants with industry-specific expertise and know-how. Farner is one of the Global Top 100 Agencies (The Holmes Report). Farner is the first Swiss PR agency ever to receive Europe's most important award for excellent communication three times: The Holmes Report "D-A-CH Agency of the Year" in 2012, 2015 and 2018. Internationally, Farner is the exclusive affiliate of FleishmanHillard in Switzerland and also works with other international networks.


Methodology: How does Influencer Ranking work?

This list ranks Swiss Instagram Influencer accounts by their individual Audience Quality Score (AQS), a measure for influencer authenticity. This is a quantitative measure calculated by HypeAuditor based on a number of factors that HypeAuditor identifies as indicative for authenticity. It is important to know that this score is not an absolute measure of quality, but a relative indicator. In essence, AQS is a best in class ranking, where influencers are compared to other influencers with a similar number of followers. Influencers are grouped into five categories according to the number of followers: Nano, Micro, Mid-Tier, Macro, and Mega Influencers.


Influencers in each category receive an AQS score within their peer group and not against the entire set of influencers. The top accounts from all five categories are then brought together in a Swiss Top 50 ranking that for the first time encompasses the entire scope of the Swiss Instagram Influencer Market. HypeAuditor's data-driven approach quantitatively analyses the entire Swiss market on Instagram. This broad approach allows for the identification of promising accounts that may not yet have been noticed by influencer marketing professionals. This is an important and valuable distinction to already existing rankings which are typically based on a handmade, qualitative assessment of accounts that are already known to marketing professionals to some degree.

Top 50 the most authentic Instagram Accounts in Switzerland

This statistic presents a ranking of Instagram influencers as of May 2019, sorted by the Audience Quality Score and the number of quality and engaged followers.

Ranking	@username	Number of followers	Engagement Rate, %	AQS
1	Stramandino Pasquale @stramandino	19442	19.55	99
2	Ramses and Julius @uni.gag	43378	16.01	98
3	Sabahudin @secondomeme	47679	8.68	98
4	Swissjokers - Das Original  @swissjokers	15310	20.04	98
5	Mona Vetsch @mona_vetsch	23999	7.86	98
6	Nadia @nadia.goedhart	18761	12.64	98

Ranking	@username	Number of followers	Engagement Rate, %	AQS
7	Michel Birri @michelbirri	20188	7.37	98
8	🇨🇭 chiste @schwiizchiste	290620	10.38	97
9	Jonny Fischer @jonny__fischer	57641	10.33	97
10	Memes 🇨🇭 @dr.schwiz	53440	11.9	97
11	Swissgäggs @swissgaggs	51793	11.74	97
12	I'M OBED HAREWOOD @obedharewood	14066	34.42	97
13	Christian Fassnacht @fassnacht16	11311	25.36	97
14	valedoingstuff @valedoingstuff	5883	28.08	97
15	Gabi Abi @iamthememetf	5241	25.94	97
16	Manu Burkart @manu_burkart_77	68342	8.59	96
17	SILVIA 🚀 PRINCIGALLI @izzysilvia	27279	11.6	96

Ranking	@username	Number of followers	Engagement Rate, %	AQS
18	BK70 @benjicololli	16210	23.08	96
19	Assistent Schelker @assistentschelker	20053	12.26	96
20	I HAN ANGST UND GELD @allestuetsmirweh	20428	11.47	96
21	Matteo Pelli @pelli.matteo	16160	9.32	96
22	Stucki  @flaviostucki	8059	28.01	96
23	Sven Epiney @svenepiney	14232	12.29	96
24	Marc Scheiwiler @marcgalaxy	5454	31.3	96
25	The Best Vegan Eats • Zurich @vegansofzuri	11770	7.24	96
26	Natalie Rickli @natalierickli	5718	7.63	96
27	Matthew Kellenberger @blessyoumessyuu	1433	35	96
28	Hans-Ueli Vogt @hansuelivogt	1097	17.23	96

Ranking	@username	Number of followers	Engagement Rate, %	AQS
29	DIE GUETISTI SIITE 🇨🇭 @swissmeme	762476	7.4	95
30	Hajdgenoss @hajdgenoss	237385	9.39	95
31	CEDI 🙄 @supercedi	95418	13.84	95
32	CORINNESUTER @corinnesuter_	43699	16.42	95
33	Uslandermeme - Der Original @uslandermeme	13887	11.77	95
34	Fabio Nay @fabionay	11045	9.18	95
35	Cemil Erkoc • Zurich • @cemer85	6466	17.62	95
36	Marco Borradori @marcoborradori	7032	9.13	95
37	Anna Maier @anna_maier_journalist	6735	6.52	95
38	Stefan Siegenthaler @stefansiegenthaler.ch	1452	17.42	95
39	Green beauty & zero waste 🇨🇭🇫🇷 @geraldine_greenbeautysquare	1668	12.29	95

Ranking	@username	Number of followers	Engagement Rate, %	AQS
40	Wendy Holdener @wendyholdener	160148	8.37	94
41	DivertiMento @cabaretdivertimento	95677	7.76	94
42	Daniel Yule @dyule	35153	20.8	94
43	Aline Danioth @alinedanioth	13457	22.68	94
44	EAZ @eazofficial	10608	9.47	94
45	Nathi 🌸🐒 @nathistyle_	3389	29.88	94
46	j a n a @jana.genoveva	1034	18.96	94
47	DIE GUETISTE VIDEOS 🇨🇭 @swissmeme_tv	310826	10.35	93
48	Dario Cologna @dariocologna	75055	9.3	93
49	Ramon Zenhäusern @ramonzenhaeusern	39366	10.91	93
50	Dominique Gisin @dominiquegisin	30642	8.85	93

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